



Idaho Automobile Dealers Association Inc.

Idaho Auto Trends: New and Used Vehicle Market

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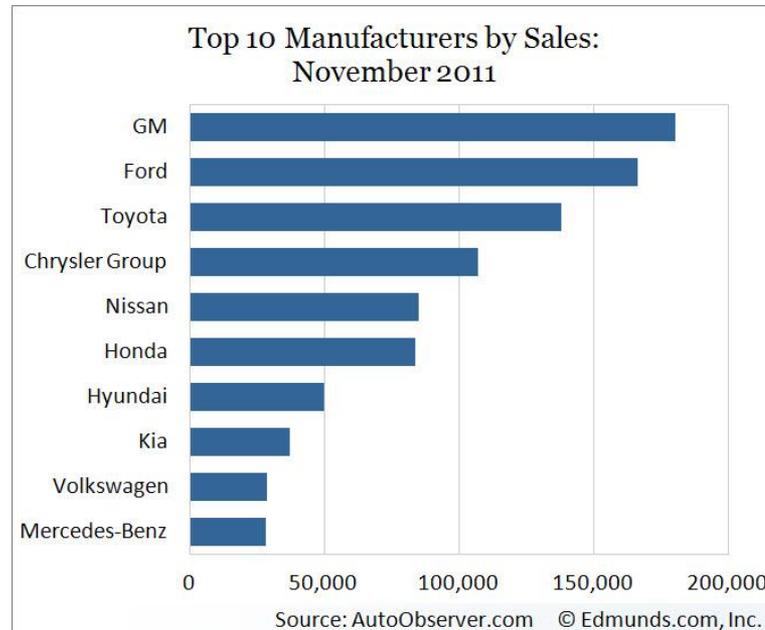
Source for historical data: Idaho Vehicle Report Service.



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U.S. Annual Sales Rate

Available inventory of popular-selling models and an aging fleet of cars and trucks on the road today are key factors why new vehicle sales will continue to improve in 2012. Edmunds.com forecasts when the final tally is completed, total 2011 car sales will stand at a 14-percent increase. That would put the Seasonally Adjusted Annual Rate (SAAR) of car sales at 13.6 million vehicles, the highest since the Cash for Clunkers-incentivized in August 2009.





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Driving Idaho's Economy

Annual Contributions of Idaho's New-Vehicle Dealers

Idaho's dealers maintain a multi-BILLION dollar retail industry.

- Average sales per dealership.....\$20.2 million
- Total sales of all new-vehicle dealerships in Idaho.....\$2.18 billion
- Dealership sales as % of total retail sales in the state.....14.1%
- Estimated number of new-vehicle dealerships.....108

Dealers provide thousands of well-paying jobs in Idaho.

- Total number of new-vehicle dealership employees in Idaho.....4634
- Average number of employees per dealership.....44
- Average annual earnings of new-vehicle dealership employees.....\$43,706
- Dealership payroll as % of total state retail payroll.....11.7%
- Annual payroll of new-vehicle dealerships.....\$176 million
- Average annual payroll per new-vehicle dealership.....\$1.63 million

Dealers generate hundreds of millions of dollars of tax revenue for state and local government through:

- Sales Tax Revenue
- Corporate Tax Revenue
- Payroll Tax Revenue



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Idaho's Top Financing Sources, November 2011

Lienholder	Contracts	Total (x \$10K)
WELLS FARGO AUTO FIN	595	1072
IDAHO CENTRAL CREDIT	546	1249
TOYOTA MOTOR CREDIT	291	688
WESTMARK CREDIT UNIO	275	582
BANK OF AMERICA NA	271	769
FORD MOTOR CREDIT CO	265	920
JP MORGAN CHASE	188	398
ALLY BANK	147	457
POTLATCH #1 FED CR U	136	209
TD AUTO FINANCE LLC	122	286
CAPITAL EDUCATORS FE	100	155
RELIABLE CREDIT ASSO	92	74
BANK OF THE WEST	80	216
WESTLAKE FINANCIAL S	77	65
CAPITAL ONE AUTO FIN	77	139
HONDA LEASE TRUST	76	138
PIONEER FEDERAL CRED	67	84
NUMERICA CREDIT UNIO	65	121
ICON CREDIT UNION	61	93
EAST IDAHO CR UN	57	116

Auto Lenders Speeding Past Mortgage Woes

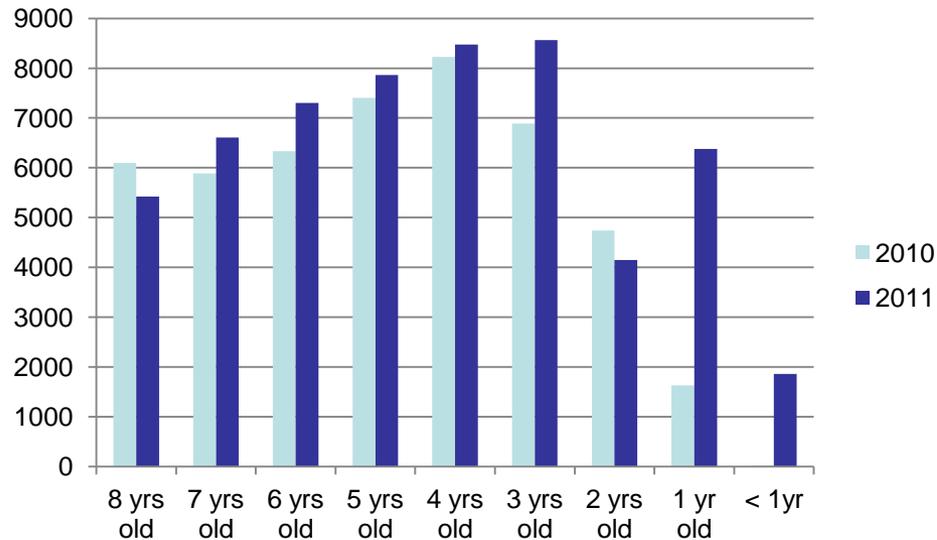
Auto lenders are pursuing an unlikely growth market: people who have fallen behind on their mortgages. This trend also has helped financed auto sales, which were up more than 18% from a year earlier, partly because of increased availability of credit. Lenders have become more willing to work with dealers in structuring loan terms and to listen to borrowers' stories.



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Hot Pockets of Idaho Used Vehicle Market

Used vehicle sales increased in 2011 despite higher used vehicle sales price.





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County Scoreboard

Each of the State's Ten Largest County Markets Move Higher

	MTD	MTD 2010	MTD % Change 10-11	YTD	YTD 2010	YTD % Change 10-11
Ada	631	487	30%	8122	5487	48%
Bannock	147	111	32%	1871	1758	6%
Bingham	53	18	194%	389	254	53%
Bonner	30	25	20%	237	209	13%
Bonneville	205	136	51%	2355	1945	21%
Canyon	375	266	41%	4815	3392	42%
Elmore	53	40	32%	617	407	52%
Kootenai	210	214	-2%	2610	2161	21%
Nez Perce	79	65	22%	1126	811	39%
Twin Falls	191	100	91%	1670	1323	26%



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Top 3 Factors Why New Car Sales Will Increase in 2012

AS THE IDAHO ECONOMY CONTINUES TO IMPROVE THIS YEAR MORE NEW CARS AND LIGHT TRUCKS WILL BE PURCHASED OR LEASED IN 2012.

Three key factors for the increase:

- (1) Aging vehicles,**
- (2) Affordable credit, and**
- (3) Aggressive incentives.**

A key factor that will drive new-vehicle sales in 2012 is pent-up demand in the marketplace caused by more consumers shopping out of necessity to replace their aging vehicles. With the age of cars and trucks on the road today at nearly 11 years, consumers can no longer delay making a purchase of a new or newer vehicle.

Another factor that is likely to result in higher auto sales this year is the availability of affordable credit from competing lending sources for auto loans.

Interest rates on new car loans will remain historically low in 2012, due in part to policy decisions by the Federal Reserve Board to keep rates low. As a result, affordable credit will be widely available in 2012 with more automaker finance companies offering low-interest and interest-free loans for up to 60 months.

A decline in gasoline prices will also result in car buyers considering a wider range of vehicles in different segments.

Lower vehicle costs for car buyers through manufacturer incentives and rebates combined with low interest rates will support stronger sales in 2012. And higher prices on used vehicles mean higher trade-in prices when shopping for a new car or truck.



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Idaho Market Likely to Improve

New & Used Retail Light Vehicle Titles

Year	Registrations	% change from previous year
2010	107,213	
2011	130,115	21%
2012	148,331	14%



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Idaho Market Likely to Improve

New & Used Retail Light Vehicles

Year	Sales Tax	% change from previous year
2010	\$ 98,241,314	
2011	\$114,561,722	17%
2012	\$130,600,363	14%